MAKING MONEY FOR BEGINNERS

ESCAPE THE 9-5

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Making Money for Beginners

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- From a Declaration of Principles which was accepted and approved equally by a Committee of the American Bar Association and a Committee of

Introduction

I want to thank you and congratulate you for downloading this 3 book collection that includes: ***"Craigslist for Beginners", "Fiverr for Beginners" and "YouTube for Beginners"***. This is the first step that will lead you towards increasing your income and creating a successful business.

Have you ever thought of getting out of the rat race? Leaving that dead-end job and starting your own business, so you don't have to take shit from nobody? In this book, I will do exactly that and teach you how to start your own Craigslist, Fiverr and YouTube business

that will allow you to do just that.

Craigslist, Fiverr and YouTube are such powerful platforms because you get access to a wide variety of people in a market that you can sell products or services to. Many people don’t know the intricacies of using these platforms, so they are unable to turn a profit. However, this collection will go into the how of enabling you to add multiple flows of income to your bank account.

Thanks again for downloading this book collection, I hope you can apply the steps and strategies of this book to help you create successful businesses that can support you and allow you to live life on your own terms.

Chapter 1: What is Craigslist?

Craigslist is an online free advertisements site; wherein the advertisements range from housing to personals, from gigs to services, and from debate forums to “for sale.” Craigslist can also be termed as an online replacement of our own classified section in the newspaper.

This free online advertisement started in San Francisco (1995), when 42-year old Craig Newmark set a remarkable mark in the field of classified advertising. By 2000, Craigslist spread to nine cities in

the U.S. And, by 2009, Craigslist emerged as a site that hosted 20-billion page views per month, thereby capturing the 33rd place on the list of the greatest websites in the world.

Craigslist is free for its users. However, there is a cost for advertisers, which is decided basis the part of country you are based in. For example, an Ad that costs $75.00 in bay area of San Francisco area would cost around $10.00 in city of New York.

The graphics of this site are very easy, simple and clear-cut and has almost remained unchanged since 1995, when it

was started.

One fascinating thing about this amazing online classifieds is that it has a flagging system for its users. This system quickly helps them identify illegal and improper ads that are posted on the portal. As this is a free to all site and anyone can post ads without even having an account, fake ads are unavoidable and often expected. To neutralize this, almost any site visitor can do the flagging.

Chapter 2: Getting Started with Craigslist

Craigslist is a helpful tool for people who are interested in buying or selling online. By posting and buying on Craigslist, we can get rid of the transaction fee and shipping charges. Apart from that you can have a chance to meet some wonderful people from your own community!

Step by step instructions on setting up a Craigslist account:

1. Visit their website: www.craigslist.org/about/sites

2. You would be served with option of following countries/continents:
    a. US
    b. Canada
    c. Europe
    d. Asia/Pacific/Middle East
    e. Oceania
    f. Latin America
    g. Africa

Select your country, state and city (in subsequent windows) to reach the sign-up screen. On the upper portion of left-hand side corner, just click on "my account" link below “post to classifieds” section.

3. Click on "Sign up for an account" link on left-hand bottom corner.

4. Type in your email id on this screen and click on “Create account.”

5. An email will be sent on your email id (as mentioned on previous screen) from Craigslist to complete the account signup process. This email would comprise of a link, which would help you in setting up your account password.

6. On Password setup screen, type the same password on both the fields and click on "Submit Password and Log

In" tab. Please ensure that the password you pick should be of at least 8 characters.

7. Post creation of your password, you would be taken to the screen displaying the terms of use for this site. Once you have read the same, click on “I Accept” tab to proceed further. This would finalize your new account with Craigslist.
8. To log on to your account in future just visit http://www.craigslist.org/about/sites
   a. Repeat steps 1 & 2
   b. Enter your email ID and password and click "Log In" tab.

You are ready to start using your account at Craigslist.

9. To post an Ad:
    a. On upper left hand corner, from the dropdown, select your city and press “Go” tab

    b. Identify the ad type you wish to choose your ad type from the following screen. The category options that you would be prompted to select from, would be, community, personal, services, sales items, housing or jobs. Post selection, just click on "Continue"

tab to proceed.

c. You would be required to follow the instructions on following sequence of screens (which would be according to the category you selected).

d. Once you have provided/filled all the required information, this Ad would be posted on the portal of city you mentioned in beginning.

Chapter 3: A Profitable Craigslist Business Model

There are a lot of things one should understand about Craigslist when someone is planning to sell something on this site. The main attractions of this site are its user-friendliness, and free listing of items to be sold. You can even buy and get the items delivered quickly as almost all the deals are local.

Selling Process on Craigslist

Few people think that you may just

throw your items on this site and get cash in return. This can be correct, but to be a successful seller and make more profits, you need to be different from others and your presentation of products should also be unique. Here are a few tips that would be helpful for you for being a regular and profitable seller on Craigslist.

Research the Market properly

Market research is primarily required to check competition and to identify the popularity of your product. This should not take a lot of time, but surely would help you identify the probabilities of

your product being sold and tentative cost. These are the most important aspects when you are planning to sell something. In case your item is not popular, you may hold it for some time until it is more popular.

In reference to Craigslist, market research specifically means, locating the item you are planning to list here. In case you find a lot of listings, than your product is common. Here, people tend to search for common items. However, if the listings are less (say just 1-2), then it's an uncommon product. Other crucial pointers you need to check here are:

- Pricing for other items
- Description of other items
- How these are different or relate to your item

Describe your Item in and out

A quality description is something which works as a salesperson when you are not there to physically describe your item. Few question which can be answered easily with a good description are:

- What is your product?
- Are there any problems in it?
- Are any items missing?
- Is it used or new?

- Pricing
- Your point of purchase

Remember, if you have included a detailed and a quality description, you would get a lot less queries. Think of the information you would be looking for when you purchase that exact same thing and make sure to include all those things pre-hand. You can include:

- Model of Item
- Make
- Brand
- Age
- Add-ons
- Malfunctions

- Issues
- Any such thing that you feel should be shared with the buyers

Sellers who have poor descriptions don’t sell well.

Display Photographs

Photographs are considered to be an essential and an amazing way to boost your sales. You can upload multiple images of each listing on Craigslist. Irrespective of the product, at least one image should be included for your listing.

If possible include the photographs taken from different angles. Great photographs can actually help you sell your product. Remember, good photographs can give you good sales, however, with terrible photographs results would also be terrible

Highlight Competition

Everyone is very price conscious nowadays and Craigslist gets benefited naturally. All the deals on this portal are just about exchanging. You as a seller give the best price and in turn a buyer would offer you their counter.

The key point here is to stay in competition and for that you always need to keep a watch on your competitors:

- What is the cost of their item?
- Are you quoting higher than them?
- If their cost is less, why?

To sell the products efficiently and quickly, the price would be a major deciding factor. You can start high and then go low. By doing so, you would have the opportunity to negotiate.

Reply Swiftly

Everyone wants their things swiftly and

without any problems. Never keep your prospective buyers waiting for the clarifications or for answers to their queries. This is considered very rude. Just keep in mind that they are trying to contact you for something (a sale) which would benefit both, so be nice and reply quickly.

Meetings should be planned at a public place.

This is primarily for your safety. Everyone whom you meet on web world is not trustworthy. So, allowing people to come to you home would be like compromising with your safety. Be

careful and be safe…

How to earn money by reselling the Freebies available on Craigslist

You would have utilized Craigslist very often to sell or buy things, but wouldn't have ever realized that there are people who give away freebies as well on this site.

This site has a section specifically dedicated to this option, "Free." People just give away the things for free, because it is many times easier to get rid of them in this way as compared to taking the time to selling it. However, it

is not always so difficult to sell these items, you just need learn the art of selling and you can earn in thousands by selling the items you get for free.

How to locate free items?

- Log on to the website and click on your city or the one that is closest to you (if yours is not listed).
- On reaching the local directory, under "For Sale" section, click "free" link

Here you will see Ads for almost everything, few examples are:

- Leftovers from a sale
- Windows
- Wood doors
- Sliding doors
- Refrigerator
- Hot tub
- Bathroom countertop
- Toilet seat
- Firewood
- Artificial Christmas tree
- Full size functional trampoline
- Television

Check the description and pictures of the listed items and collect all the items which are in good condition. The motto here is very simple, collect as many

good and free things as possible and list them back on this site for sale. Anything earned in this way would be a clear profit.

How to resell these freebies?

There are different ways to sell the items that you picked for free on Craigslist, few can be:

1. Resell on Craigslist
2. Sell to specific buyers

First option is a clear example of flipping where you are capitalizing on the inefficiencies of the market. When

you are flipping an item, you purchase cheap and sell at a higher price on another place. Free is the lowest form of cheap, and “another place” would just be a different Ad category than free.

The next option works only for specific items and is sold to specialized buyers only. For example, selling tiles to a flooring company, electronics or luggage could be sold directly to pawn shop.

If you are planning to opt for this option, you should have a list prepared for the best places you sold an item to. This list can include:

- Metal buyers (for copper and

aluminum items),
- Pawn shops (tools, luggage, jewelry and electronics),
- Buyers for used appliance
- Old furniture buyers
- Consignment shops,
- A bookstore who is willing to purchase old and used books.

Utilizing different strategies for different freebies would be the best idea, just keep all your options open. Once you have learned the best ways of selling, you would also be a master at buying and selling freebies. The best part in this business or hobby is that you are initiating this with almost zero

expenditure.

Chapter 4: Items that are the Most Profitable on Craigslist

Items which are priced higher, and with sufficient supplies, are the best products to be sold and bought on this portal.

Why products which are high priced?

Items priced higher give an opportunity to earn more profit as compared to low priced products, assuming that the amount of total work required is same. However on the flip side, when you

purchase high priced products, your chances for loss also increase. So, it is recommendable to move slowly towards higher priced products, this would give you a learning curve as well.

Inefficient market: What is it?

In this sort of market place buyers do not have ample information about any product to take a knowledgeable decision, like what product to be purchased and at what cost. Or, in simpler term, this is a less explored market.

For example, in comparison of Apple

products and furniture, furniture market would be an inefficient market. As cost of a new or used Apple product can be determined from any place, be it a physical market or online.

Sufficient supply: What is it?

There should be an ample amount of items you are willing to sell or buy, so that you could achieve your profit and income goals.

Considering all the afore mentioned factors, the following items can be considered as the top ten items to be bought or sold on Craigslist.

10. Mobile Phones

Mobile Phones, especially new smart phones are being sold at a good price in the used markets. As people frequently upgrade their phones, their supply is large. The demand is bigger because it seems expensive to replace a broken or lost phone. The mobile phone market is inefficient because people get their mobile phones by their carrier provider, hence obscuring its actual cost from its real holder.

9. Power equipments/tools

Power apparatus/tools have a large supply, and numerous fire-sales that

happen when dealers change professions and put all their equipments on Craigslist. You can have an additional benefit, by being able to use the equipments while waiting for them to be sold. You can purchase it for a remodel assignment, and sell it for a profit after making use of it.

8. Yard tools

Generators, power washers, chainsaws, weed eaters, chippers/shredders, leaf blowers and lawnmowers. This can be mainly profitable, if you know to repair small engines. Most people leave their tools and equipments having gas in it

during the winter season which can lead to carburetor clogging. So people dump them on Craigslist for almost free or at a very cheap price.

7. Computers

Netbooks, personal computers and laptops can be large buys, mainly if you can repair them too. When the computers have some fault, people mainly drop them off at a vastly cheaper price on Craigslist.

6. Electronic items

High-end electronic items can be sold at a good price. There are many sub-categories that vary in electronic field. People purchase the item on a whim;

soon get rid of it after hardly using it. These items can be stored in the house while waiting for them to be sold out.

5. Furniture

Furnishings are very costly, particularly high-end furniture. Solid wood furniture is mainly in high demand. Beds, all types of chairs, dining tables, desks, mirrors, nice couch etc.

4. Bikes

One can earn a good amount of money in reselling and buying bicycles. After a few repairs, the value of a bike can increase.

3. Motorbikes and Scooters

Very good deals can be made in buying and selling motorbikes and scooters. You can buy the bikes and scooters at a cheap price in winters and sell them at higher price in summers.

2. Electrical device

We all use electric device and appliances, so both their demand and supply is pretty high. It's quite easy to make good profit per appliance, especially more in the high end electronic devices.

1. Four wheelers, especially Cars

Cars generally tend to have a huge profit margin if you can get a good deal. A car depending on the age, condition, make and type will range between $5000-$100,000. If you can get a deal for a car at half price and give it a couple of fixes, you have the potential to earn a couple grand just from closing the deal for one car.

Chapter 5: How to Find Profitable Items to Sell?

You need to focus on the products which have good demand and supply and even better profit margins. Appliances can be the best bid here.

Supply

This is the most important aspect as you require something which keeps you going for a whole year. People always change their preferences, tastes and also have the need to go for upgrades, so appliances always have a ample supply. Even the appliance of lowest level can be sold here.

Demand

The market for used appliances is increasing day-by-day on Craigslist; as people can purchase them in much lower cost (1/4th to 1/3rd) than the new ones. This can help them save a lot of money.

Profit Margin

You need to make sure that you earn significant amount of profits while making these transactions. You should buy products of highest quality and lowest price (bit rare combination, but once you learn the trick; you would locate this very easily). Purchase these products, clean them properly, rectify them (if required), and post them again on Craigslist with a new look. In case some replacement is required, even the old part would fetch you some money at scrap yard.

Be Quick: Delivering - for Sellers and Receiving - for Buyers

You should go to pick good deals at the earliest, and same should be the case when delivering the product. Be swift in delivering the product. This would ensure that you don’t lose on good products and good buyers.

Cleaning the Products

Always clean the products inside out and make sure that you have complete knowledge of the items you are willing to deal in. This would help you crack some good deals at a very cheap price.

High Quality Products

With time and experience you will learn which models and brands are of good quality and can fetch you good profits as well. While selling an item, always think what condition you would expect if you are purchasing the same thing from someone else for your own use.

Chapter 6: How to Price your Items to Sell Fast & Make a Profit

You should keep in mind the following things in order to sell items fast and earn amazing profits:

1. Set a realistic price.

While setting the price, keep in mind that irrespective of the condition of your product, unused, box-packed or new, you would NOT get the complete price. In case you want to sell it quickly, chances

of even reaching close to the complete price are remote.

The one and foremost guarantee of your product being sold quickly is its reasonable price. Few things you should consider while setting the price of your product can be:

- What would be the cost of this item in garage sales,
- Check the demand of product you are planning to sell
- Search other listings/portals like eBay etc. to check the pricing of same product

After considering all the aforementioned

pointers you would be able to set an appropriate price.

2. Provide a detailed description.

As mentioned in chapter# 2 as well, a quality description is something which works as a salesperson when you are not there to physically describe your item.

All the details specified in this chapter would give wings to your product. More the information you include, lesser the emails you would receive. You would also make it very convenient for the prospective buyers to take a decision.

Also, do not forget to include at least 2-3 good quality pictures. If you can include more that would be an added advantage.

3. Sell your item to the first buyer with cash in hand.

You should remember that your reason for being on this site is to sell and earn profits and not to socialize. So you can take the liberty of being bit disloyal to prospective buyers.

Rather than giving priority to someone who emailed you first, you may scan all your emails and may give it to someone

who can pick it first. In this way you would have your cash and buyer would have his product in no time. This would also ensure that you are not holding the product for such a long time for someone who is indecisive.

Chapter 7: Step-by-Step Guide on How to Create a Craigslist Ad that Stands Out!

A well prepared Craigslist ad would make sure that the item you are listing is sold faster and at a high price. A nicely prepared ad would make the entire experience pleasant for both of you and the buyer.

1. Great headlines that capture the buyer's attention

- **The Title should be short and to the point**

Following pointers should be included in the title:

- o Name of item, i.e. washing machine, car etc.
- o Brand of item (if possible)
- o Cost, make sure it is real. Don't put an incorrect and lower price in title and a higher one inside. Your buyers would lose trust on you.
- o Minimal but important details

like, if you are offering delivery service, include that (this can be a deciding factor) in the buyer's mind.

- **Don't have a lot of details**

Avoid mentioning the details that might drive the customers away from your product, like old, dented etc. All these details should be a part of description and not title. This would ensure that your buyers would go through your Ad and may consider your item.

- **Make an accurate title.**

Your title should be accurate and as per your product. If you post a fudged title, buyers may not trust you on the product.

2. Great photographs

Great photographs can save a lot of your precious time explaining, posting and reposting your product. Your photograph should leave a positive impact on the prospective buyer. Few pointers to consider when you are clicking a photograph:

- **Background should be clean and free of mess**

You are mostly dealing with unknown people here. A photograph with mess in background would leave a bad impression on the buyers. They might

assume that you do not take good care of your belongings, hence may not consider your product.

Before posting the photograph, just look it for yourself and see if it would set the correct stage for your product.

- **Take pictures in a well lit place**

Always take your pictures in natural or a well lit place. This won't leave any room for assumption and you can even make sure that prospective buyers do not skip your product.

Pictures clicked in dark or low light

areas, may raise a lot of questions about the condition of the product.

- **Avoid high resolution and extreme close-up pictures**

Cameras available nowadays take pictures of very high resolution. Pictures clicked from such cameras and with extreme close-up highlight the smallest flaw in your product which could have been skipped by human eye. So, as a suggestion, take average pictures that represent your product accurately.

3. Detailed descriptions

Be clear and concise in your description. Do not try to oversell the product.

- **What should be included in description?**

In addition to pointers shared in Chapter 2, answer to following questions would ensure that you cover almost everything in your description.

  - **Does the item works without any issues?** Then write it works

excellent / very well or great.

- o **Is something not working properly?** Mention particularly what is not working properly. Do not hide anything.

- o **Does it require cleaning?** Make sure you clarify your buyers whether or not the item you are selling is clean or requires cleaning. Mostly people prefer things which are clean and maintained properly

- o **Can the product be seen before purchase**? If you have this option,

you may mention here.

- **What should not be a part of description?**

    - **Your email address.** Unless you want to be a part of hundreds of spam lists

    - **You want to sell the item quickly.** This would just give a hint to the buyer that you can be brought down on the price part and they will bargain with you till no end.

    - **Your address.** This won't help you in any way but may harm you in

many ways.. So, PLEASE do not do this.

- **Your personal information.** As mentioned earlier as well no one is here to socialize, but for pure business, so just stick to the point.

4. Phone Number

Not including your phone number may keep your product listed on the portal for little longer. These days, everyone is very impatient, if they need something or some information, they need it NOW. If they are required to email you for some additional details, they might skip your product unless you are selling something unique and rare.

A word of caution, while selling cars and properties, you should avoid including phone numbers, or else you might get flooded by the calls from dealers or brokers.

Chapter 8: How to Close the Deal with the Buyer and Seller

The best and only option to close the deal with a buyer or a seller is to be quick and prompt.

As a Seller:

you should be quick:

- in replying to the email queries questions of prospective buyers

- In responding to phone calls (in case

they landed in your voicemail)

- In setting up the time to handover the item, in case you are not offering delivery service

- In case you are offering deliver service, try to deliver the product as soon as possible.

As a Buyer:

you should be quick enough to:

- Be in touch with the seller, if you like the product

- Don’t wait or hold on your queries, as the product or seller might not wait for you

- Once the deal is finalized, try to buy the product at the earliest possible time and create a meeting with the seller. Due to delay from your end, the seller may end up delivering this to someone else as well.

Chapter 9: Safety Tips for Buying & Selling on Craigslist

Before you can start on Craigslist it is essential to remember that there are some bad people in the world. Even though they are generally few and far between - it's often recommended to take precautions if you feel uncertain of how safe you will be in a particular situation.

While posting or purchasing on Craigslist, make sure that you follow some of these basic instructions:

Do not post your address

You may send your address to the concerned person who will be making the final purchase, but do not post your address on the listing itself - this may attract too many people to your courtyard.

Get in touch with someone before you plan to meet a stranger

If you are alone while making a purchase or sale on Craigslist, make sure that someone knows where you are. Keeping in contact will ensure your safety.

Be smart

If you are a beautiful woman who is alone at home, do not tell the guy that is purchasing your laptop to come on over. Meet him at the Walmart or at the local park where it is a public place. Do not place yourself in a private location with a stranger. If a situation seems unsafe, remove yourself from it right away.

If you cannot meet in public, be careful

Many people are uncomfortable in coming to someone's house. So for the benefit of both, you may set up the

meeting at a common public place. However, there are scenarios when you are supposed to call someone at your home. This can be when you are selling big items like a couch or a washing machine and buyer wants to see it physically, please follow these tricks, to avoid any unwanted incident:

- Do not close the door at the time of sale. This would ensure that you can be heard in case you are in some problem
- Find someone (friend or relative) to be with you at the time of sale
- In case you have to be alone, try to be on the line with someone

- In case you stay in an apartment, do not disclose your apartment number initially. Just provide your address and first meet the person outside. In case you live in a house you should have the meeting outside. Remember, your life and security is important than the sale or profit of a few hundred dollars.

Use Google Voice in place of your phone number

Using Google voice number is the most advisable option for Craigslist. The number provided to you will have an auto router set up to you current mobile

number. In case you start getting unwanted calls, you have the option to block them. It is the easiest way to keep guard your privacy and retain the comfort of giving your number.

Chapter 10: Secrets of Highly Successful Craigslist Sellers

Many of you may have used Craigslist for many usual or unusual reasons. Either you had something to sell or something to buy. There are many tricks and tips which can fetch you good results.

These are strategies of the top Craigslist sellers that are turning a huge profit off of this platform. Apply these strategies to see a major difference in your Craigslist business.

Note: These tips are for getting better sales results. However, you should be careful while you meet people, or give your personal details. For all the safety related tips, refer back to Chapter# 9.

1. Repost your Ad to keep it on Top

Buyers are never interested to scroll through the pages to search for the old posts. If you wait for 30 days (auto expiration time on Craigslist) to post your ad again, it would take as much more time for it to be sold. If you do not receive a response in few days, say 7-10

days, consider reposting it. As soon as you repost your ad it would reflect on the top of the selected category.

2. GOOD Image is the KEY

We all are visual creatures. In case you are planning to sell something, whatever it may be, always post a good image. Maximum ads are just rejected because of lack of images or lack of good images. If you do not post an image, buyers assume that there is some problem with your product. And if you post an unfocused, shaky image, no one would be bothered to give it a heed as you were not keen to present it properly.

3. Avoid putting a question in your title.

People do get drawn in by appropriate questions, but they are only effective on personal ads, job postings or a service. However, questions should be avoided if you are proceeding with the sale of a tangible product. It may leave an impression that the ad has been posted by a salesman or a dealer.

4. Be Specific

While posting an ad, be specific, do go beyond and do not stay behind. This

means, the details you provide should cover everything a buyer needs to know with the image of the product. However, you should refrain from going in to too much details (which includes your unnecessary personal information as well).

Just remember, on this website first impression is everything.

5. Do proper research

This portal has hundreds of products that are posted on it every day. To make sure that your product out-shines all other similar products, just do an in-depth

study of what's posted there. Check their pricing, condition, posting age, if too long, try identifying the reason for it not being sold. All these things would help you create a convincing ad.

6. Right pricing

We have already provided in-depth details on this topic in Chapter# 6. Please make sure to refer to all those pointers while deciding a price for your product.

7. Pair the buddies

Many people post different ads for the

items which can be sold together, for example, a glider and a crib. You may pair them and then you can offer a discount on this pair, which will put into the buyer's mind that it is a great deal and they will be more inclined to buy. This would ensure that your two products also get sold in a single post.

8. Respond Swiftly

As a seller, be swift in replying to the emails or calls. This leaves a good impression in the mind of buyers and they start considering your product.

In case you hold your responses, buyers

won’t hold on for your, they would jump to next available item.

9. Trading can also be an option

Barter system is still alive on Craigslist. There are many people who are selling something and on other hand looking out for something. You may mention the availability of this option as well.

Aforementioned nine tricks would help your items quickly from your shelf to buyers home. Last but not the least….

Do not forget to remove the listings that are sold

Keeping an ad for sold item alive is an inconvenience for buyers and you as well. They might keep on bothering you for the product, when it's already been sold. As a seller you are required to waste energy on something which is unnecessary now.

Chapter 11: Extra Tips for Purchasing & Selling on Craigslist

Purchasing on Craigslist:

If you are going to purchase on Craigslist, keep in mind the following things:

- **Things go fast:** If you happen to see something on Craigslist that offers a great deal, it will be likely be there for only a couple of hours. Get in touch with the seller ASAP to make sure that you have the chance to acquire what

you are looking for.

- **You are required to pick the items:** It will be required for you to meet the dealer somewhere in order to pick the item. For the majority of items you will just go to the seller's house. Ensure that you have the required transportation and the enough time to make it to the seller's place.

- **Prices can be changed unless they are specified:** While few sellers have fixed prices, there are many who are flexible enough to negotiate the prices. You may try negotiating the cost a bit to see if this is acceptable to the seller

and he counters this. Who knows, you might be lucky enough to save some money.

- **You may not always receive a response to your queries:** Sellers may receive a lot of queries via phone, emails or text and they may even stop replying to few of them. So, if you stop receiving a response, you may simply proceed to next listing.

- **Keep checking regularly:** In case you are looking for something specific which is not listed on Craigslist, keep checking regularly. By doing so, you can be assured that you won't miss the

deal.

Selling on Craigslist

Selling items on Craigslist can help you get rid of your old belongings and even fetch you some extra money. However, you need to keep following things in mind while selling on this portal:

- **Inflate the price:** People love to bargain on Craigslist. In case someone purchases the item without bargaining, you just made few extra bucks. However, if someone bargains, the extra cost would give you a cushion to come down to your anticipated price.

For example, if you are planning to sell your car for $2000, you can ask for $2900. In case the buyer purchases this without bargain, you get extra $900. However, if someone offers you lesser price (anything upto your anticipated price, $2000), you can accept it. This would be a WIN-WIN situation for both, you getting the price you were looking for and buyer feels he saved some amount.

- **Insert words or symbols in your contact number:** A computer program can easily pick your phone number and you can be spammed with unwanted

calls after that. To avoid this you may update your number like: 222-two2two - 2222.

- **Take down the listing as soon as the sale is completed:** Please make sure to get down your listing as soon as your item is sold. By doing so you would save time of yourself and others.

- **Be truthful:** Remember that the people who are purchasing and selling on Craigslist are normal people, just like us. We should not cheat them by being untruthful.

Chapter 12: Action Plan to Get You Started

After learning about all the information about selling, buying and doing the correct market research in order to turn a profit from craigslist. I want you to follow these steps in order to get your business up and running.

1. Setup a Craigslist Account

2. Target a specific niche that you are interested in turning a profit on such as home appliances like laundry machines,

vacuum cleaners or washing machines.

3. Do market and price research on the specific niche that you have chosen to see whether or not it is profitable

4. Once you have identified that it is profitable, go to the free section and see whether or not there are items that can be sold back on Craigslist because with free items, you get 100% of the profits.

5. Go to the for sale to find the items in your niche at bargain prices and then resell them for a higher price after fixing them up

6. Create a persuasive advertisement that will allow you to attract many buyers

7. Set a certain amount of days to collect responses and see which buyer has provided you with the best price.

8. After deciding on a buyer, meet up with him or her to close the deal

9. Congratulations! You have turned your first profit on Craigslist

10. Rinse and Repeat

Chapter 1: What is Fiverr?

Fiverr is a top marketplace which offers services at the starting cost of just $5. The name Fiverr has been derived from an American Slang where, "Fiverr" actually means a five dollar bill. Many people purchase and sell products and services through Fiverr every day.

The services offered range from advertisement, social networking and business promotion to translations, graphic designing and funny videos. These are just a few services which are offered from the wide list of offerings.

These offered services are also known as “GIGS” on Fiverr. You can easily search almost for anything which you were looking for. People across the world frequently visit Fiverr to offer their knowledge & services.

Fiverr has lots of users; however, you don’t need to worry about your data as it’s totally secured and private. Fiverr is globally used by freelancers who offer different services to the clients. Over three million services are offered on Fiverr & it’s on the rise approximately by four thousand services per day.

Fiverr charges 20% from successful transactions and if the transaction is not successful Fiverr doesn't take anything. Comparing with any of the other free lancing websites, you can easily get your job done on Fiverr and that too with quality.

Nowadays, a lot of individuals are making their living through Fiverr. Let's perform a few calculations at this point, let's say you are being paid for ten times from your Fiverr gig on daily basis, then you would earn $40.00 ($10.00*4) daily or $1200.00 monthly, and chances are high that you would even earn more than that; however, you need to perform

seriously on Fiverr.

Chapter 2: Getting Started with Fiverr

Fiverr is a successful open market for all sellers & buyers to get their job done only for $5.00. A lot of individuals don’t really consider Fiverr as a serious source through which they would be able to make huge amount of money, since their mind frame is that each gig will only get them $5 & it won’t make a significant impact on their income.

Though it’s not a huge amount of money; however, if you are manage to get approximately 300 orders on monthly basis then you would earn approximately

$1200 (300*4) in a month.

With just four to five hours of work each day, a lot of top rated sellers on Fiverr are actually making more than $3000 per month. You just need to work smart and need to be familiar with some of the techniques that would help you in achieving the desired target.

How does this site work?

You can sign-up for free and become a service provider on this platform. You can become a service provider for a service you specialize in. For monetary transactions, you would be required to link your Fiverr account with your account on PayPal.

Your buyers would pre-pay $5.00 to Fiverr, before you have actually started the work. Fiverr would transfer this to your account post completion of your work and receiving a confirmation from your buyer about the same. So, the chances of you getting cheated are very minimal.

The commission charged by Fiverr for this service is 20% of your revenue. So, on every $5.00 job, they get $1.00 and you get $4.00.

How to set-up a Fiverr account:

Step by step instructions on setting up a Fiverr account:

1. **Visit https://www.fiverr.com/**
2. **Click on “Join” link on right hand top corner. You would be served with three optioned:**
    a. Create a new account using your email address
    b. Connect using Facebook login credentials
    c. Connect using Google login credentials
3. **Click on the option you wish to select and follow the instructions thereafter accordingly.**

a. Once you have accepted the terms and conditions (if you logged in using FB or Google page) it would bring you back to a screen, where it would confirm your username and email ID.
b. Post validating both the credentials you may click on “Join” tab.

You are ready to start using your account at Fiverr.

This platform is an outstanding place to authenticate your services, products, and ideas. You can get a rapid response on your offers and even instant feedback.

This would also help you work on your sales skills as well.

If your Gigs are prepared and set well, you can have a high and consistent earning potential. Few pointers you need to remember are:

- *Do not forget to be in constant touch with the buyers.*
- *Keep them happy,*
- *Answer all the questions that they may have*
- *Inspire them to leave "thumbs up" as your feedback and promote the same within their group.*

Chapter 3: A Profitable Fiverr Business Model

Does making profits on Fiverr sounds like a outrageous idea to you? Think again…

As we discussed earlier, 'The name Fiverr has been derived from an American Slang where, "Fiverr" actually means a five dollar bill.' So this is a market to sell and buy products in just 5 dollars.

This is still not considered as a serious

business by many people. According to them you cannot go anywhere with a small amount like $5.00. However in reality, there are a lot of sellers who earn in the range of $2500 - $3000 per month by just investing few hours every day.

As you are selling your service, you need to be very creative with your ideas to earn money. For example, a top seller is offering his or her services to design your Facebook timelines, leaflets etc. for just $5.00. This seller sold more than 800 gigs in a period of one year.

For someone who is great in graphic

design, it would just take one or two hours to complete the task. You already have all the designs and templates ready, just a bit of modification is required as per the requirement of the buyer.

This example can give you a fair idea of how simple it is to make money on this platform.

What market is attracted to Fiverr?

People who are looking for the services at a low cost are attracted to this platform. Owners of small businesses are the main customers. They are looking for high quality work for an affordable cost.

A word of caution for buyers, SEO (search engine optimization) services should not be bought from this platform. As success or failure of these services would impact your business directly.

What gigs should be purchased on Fiverr?

Gigs like, introduction videos, graphic

designing, product boxes, cover designs, eBooks etc. can be purchased from this platform. As a buyer, you should ensure that you always purchase from a top rated seller.

Sellers on Fiverr are primarily hardworking people who are looking to earn extra money. In case you someone cheats you on this platform, you may contact Fiverr support team and they would take care of it from there.

In serious situations, your money would be refunded by Fiverr and the scammers would be thrown out.

How to earn money on this platform?

You can earn money on this platform by offering the high quality services that targets a certain niche. You just need to remember here that any business requires time and a good amount of hard work, before it starts earning money. This holds true here as well.

Turning this platform into a serious business

If you consider Fiverr as a serious business, then these small deposits of 5 dollar can convert your PayPal account to $500 to $1000 every month. But, how do you actually make money from these 5 dollar gigs?

a. Offer the services which do not take a lot of time to get completed
b. In case you offer services for fixing bugs for software or writing articles, which have high time requirements. Therefore, it wouldn’t be the best investment if you did these kind of gigs.

c. Earning on this platform is a simple mathematics calculation. To earn $800.00 every month, you need to make $15.00 every hour, which means 3 gigs in an hour, or every gig should only consume 20 minutes or less.

- Working hours per day: 4
- Planned Earning per hour: $15.00
- Earning in a day: 4 x $15.00 = $60.00
  - o Getting 12 gigs (4 hours x 3 gigs per hour) every day is bit difficult, so let's take an average earning of $40.00 per day.
- Working days in month: 25

- Basis average of $40.00, your earning for the month: $40.00 x 25 = $1000.00
- Fiverr's commission @20% (20% of $1000) = $200.00
- Your final earning: $1000.00 - $200.00 = $800.00

We have done this rough calculation with the assumption that your gigs are only for $5.00. However depending on the cost of your gigs ($20.00 or $ 50.00) this calculation can increase as well.

d. There are only a few services which are easy and help you earn easy money, creation of timeline covers

for a Facebook account, logo creation, small video (30-35 seconds) video recording, tweeting the followers, and this is not an exhaustive list.

e. The idea of earning money on Fiverr really boils down to your creativity. Opt for a less time consuming service. Make sure that this is something people would love to buy over and over again.

f. Always think from the prospective of a buyer before deciding for a service.

All these pointers are good for reading, but how do you persuade people to purchase my gigs?

How to drive traffic to your Fiverr gigs? How to do marketing for your Fiverr gigs?

1. *Keywords of your gigs play a very important role. Put yourself in shoes of a buyer and think about the keywords they would use to search for the services you are offering.*
2. *Make sure to include appropriate keywords in your gig's title*
3. *Keywords should be included in your gig's description*
4. *Appropriate tagging should be done*
5. *Including a video describing the gig*
6. *Eye-catching images that attract many visitors*

7. Your gig should be publicized on appropriate forums threads.

8. You should share your gig on Twitter, Facebook etc.

9. Descriptions should be concise and clear, preferably in bullet format.

10. Try to include testimonials for the successfully completed gigs.

11. Build a free blog that can serve as a home page for the keyword on the services you are offering. You can also create a YouTube channel which can help you promote your services. Gigs can also be promoted by guest blogging, blog commenting etc.

12. Basic SEO(search engine optimization) for your homepage

can route traffic straight from Google page for your services.

These are a few important pointers one should keep in mind before creating a Fiverr business. I can't emphasize enough how this platform is such a great place to start earning an extra income.

Search for a special talent that you possess and prepare a gig on it. This would be beneficial for the buyers of your services and extra income for you.

Chapter 4: How to Build a Top Selling Fiverr Gig

We have gathered a few pointers to create a top selling Fiverr Gig. Let's start with the basics.

How to Create a Gig?

1. On the top bar, click "Sales" tab
2. Now click on the "Create Gig" tab on the right side of the page

Few important pointers to remember:

- **A Captivating Title**

Explaining everything in the title would make it look too cluttered and may even cluster up the words in the link. So, the best option would be to keep the title, straight, direct and crisp. When you are doubtful in your selection of words, you may search for help from Google Keyword Planner. This would help you with the most searched keywords in

google.

- **Choosing correct categories**

Your gig should be placed in a correct category and sub-category. A gig that is related to shoes won't make any sense in the kitchen category. Also, make different gigs for different categories.

- **Displaying images**

All the images of your gigs are uploaded in the gig gallery. Always consider following pointers while uploading the images in this gallery:

- *Format should always be .jpeg*
- *Size should not be greater than 2MB*

- *Size in pixels should be 682 (width) x459 (height)*
- *You should have the copyright of the image you are uploading. This should not be picked from some other platform or any place where you do not have the authority or copyright.*

- **Description**

The description you provide should include all the possible information that is useful for the buyer. You can use bullet points to better explain your services. This would also ensure that you haven't repeated anything in the description. The most important point to

remember would be that the description should be limited to approximately 200 words or 1,200 characters only.

You also have room for creativity while you are formatting the description. So you can choose your own font size, font weight etc. You may even opt for text highlighter option to boost the description.

- **Tags and Keywords**

You can use up to five tags in combination of multiple keyword.

- **Your Video**

The pointers you should remember while

creating a video are:

- *Size should be less than 50 MB*
- *Video should be of a high quality or HD quality*
- *Length of the video should be in the range of 15 (not less) to 60 (not more) seconds only.*
- *Should have a background soundtrack, for which you have the copyright. This can be a music or a voice over.*
- *Should have the statement, "Exclusive on Fiverr" either in text format or heard clearly*
- *You should have the copyright of all the images or footages or*

music you use in the video.

Please remember, all the videos are reviewed by the Fiverr team, before being made public.

- **Feedback**

Normally people do not leave feedback for the seller unless they are prompted to do so. You may add a postscript in the delivery templates. Here, you can request the buyers to rate your gig as "thumbs up" if the gig was valuable. Trend says approximately 80% rated thumbs up, whereas remaining 20% didn't rated at all.

- **Money-Back Guarantee for Buyers**

You can include a money-back guarantee on your gigs. If a buyer gives you a “thumbs down” you may offer to cancel his order. As soon as the cancellation offer is accepted, the refund would be initiated and the negative ratings from that buyer would disappear.

But, you have to be very careful that the cancellation statistics are not visible publicly. High amounts of cancellations may turn out to be high risk transaction or a red flag for your prospective sellers and buyers.

- **Finding your First Buyer**

It is always the most difficult to find

your first buyer. The primary reason for this is that you do not have any feedback or any portfolio to support you, and no one wants to risk their hard earned money with such a seller. You may request your family or friends to purchase some of your gigs. This would help you in building your portfolio and also acquire some social proof.

Chapter 5: Time-Tested Fiverr Gigs

With every passing day, there is more and more competition on Fiverr. Top sellers dominate this platform and make it difficult for new entrants to earn money.

To make it simple for you, we have tried to collate several hot selling gigs for you. These gigs will help you earn some extra money if you are planning to enter the Fiverr business.

#1. Designing: Logos, Banners, Cartoons and Social Media

- **Graphic or Logo designing:**

This is one of the simplest and best services to be offered on this platform. It is very quick and straightforward for someone to create a graphic if he is talented in graphic designing, photoshop etc. People can create more than 50 logos in approximately 4 hours, which is around $200 in profits.

- **Banner ads:**

You can find banners of much better quality at fiverr compared to large design companies who charge you more than $30.00 for same service. People

find the designers on this platform and create a long term relationship with them. If you mix this with log designing, than you have the potential to offer two of the best gigs to the buyers.

- **Cartoons:**

If you have the ability to create cartoons of people, than you have the opportunity to access a large market. Although this is not as profitable as banner ad or logo design, but the sales are usually quite high here.

- **Social media:**

People often buy graphic designs for their Facebook, YouTube and Twitter

pages like their Facebook fan page timeline cover photos. I even have a friend that purchased one for his Facebook fan page!

#2. Video formation – Controlling – Intro/Outro – Infographic Videos – humorous Videos

If you have nice video controlling and editing software and can integrate effects into video, then you will be able to accomplish all of the above.

In **Intro/outro** creation, once you get the after effects, you may look at some tutorials on YouTube and make some

basic intro designs and sell them to people for $5.00. Once you have produced a video project it will take you one minute to add in the person's text, after that you just have to assemble the video and you will be good to go.

Infographic videos: They are currently in high demand and are simple to create. There are plenty of WSO software that let you to create infographic videos with a significantly lower amount of time. You simply have to apply text and click on compile.

Humorous videos. Hot girls or strange men only! If you choose into either of

these categories then you will be able to create hilarious and funny videos where you hold a sign for $5.00 or do something crazy for $5.00. You can hum happy birthday to somebody or you may even give them a sexy dance. Get Creative!

Controlling and Editing. The biggest pain on a daily basis for a YouTuber is editing. Editing is simply one of the fastest ways to profit using Fiverr. Provided that you’ve got speedy internet and superior editing software, you can have a consistent amount of buyers.

#3. Voice Acting

With a high quality microphone and a radio voice, you can create a voice acting gig. Using a high quality microphone and a pop filter allows you to deliver studio quality sound to your Fiverr service.

One of the most simple ways to earn money on Fiverr is probably through Voice acting. This is mainly because it's so straightforward to control and provided that you have got a high quality microphone, you will be able to do wonderful things in a short period of time.

#4. Writing – Articles

If you can write 10,000 words per day then creating a Fiverr writing gig will be allow for consistent profits.

Articles. People are always looking to purchase 50 + gigs from someone who is good at writing and has a quick reply time. There is a lot of money to be made in the article writing industry. You'll need twenty consistent and reliable clients to be able to earn a full wage from writing articles.

Sales copy. If you are actually an excellent copywriter and you are not interested in writing 10,000 to 20,000 thousand words per day then you can

look into writing sales copy. This will include the things like sales videos, text on ads, sales pages and landing page text.

#5. Quality check – Article Editing

Quality check/Proofreading of the articles is also another a solid gig to do on Fiverr. There are not many users on Fiverr who offer great proofreading services for articles, eBooks and sales copy. Numerous gigs uses automated software to just confirm for spelling errors. The reason why people need proofreading is not only for spelling, it's for the content flow and the grammar, so

by using automated software there will be no value provided to the buyer.

This makes space in the market for people who enjoy proofreading and editing content. You can charge around $5.00 for $500.00 – 1000 words and maybe add $5.00 for every 1,000 words thereafter.

#6. WordPress Problem Solving

If you can solve problems and errors with WordPress; then Fiverr is the right place to sell your service. WordPress problem solving gigs are constantly earning money. They sell loads of gigs and the jobs usually take a short period

of time to complete depending on your prowess with wordpress.

#7. Business suggestion – Marketing suggestion

Giving people guidance and suggestions on business, advertising and marketing is another good gig to do on Fiverr.

People are always happy to see what $5.00 can get for the advice on their business. Most people who give services like this have some pre designed templates that they just use over and over again.

#8. False Likes, supporters,

Favourites & Shares

False social presence is a multi-million dollar industry that has been in the trend do to the boom in social media marketing. If you can get your hands on the correct software that creates and verifies Twitter and Facebook accounts, you can easily earn lots of money using Fiverr.

There are many programmes that create fake Twitter accounts that will follow anyone you tell them too. It can create thousands of Twitter accounts in a few minutes and you can tell them all to follow, like and share or retweet. This makes it easy to provide a service like

this.

#9. ShoutOuts On Social Media

If you have a big Twitter, Facebook, Instagram or Tumblr following, you can offer shoutouts to your buyers. It only takes a matter of seconds to tweet a message to your audience and as far as your audience are real people, buyers will keep coming back for more.

#10. Marketing – Banner Ads – leaflets --Links.

You can also earn money by promoting people's business, websites social profiles and blogs using flyers, leaflets, banner ads and links.

Chapter 6: How to Promote your Gigs to Beat out the Competition

Once everything is setup and your Fiverr gig is live, you just need to apply the secret sauce to keep up the gig ranking and sales flowing in.

Below are few tips as how you can apply the secret sauce to your Fiverr gig:

Step 1 – Create a Dummy Account

You need to buy your gig twice. Then give your gig a good positive review (There will only be a loss of $2.00 if

you do this).

Step 2 – Forged Visitors

Now, you just need to send no less than two hundred and fifty fake hits/visitors to your Fiverr gig. This will increase your gigs impressions and make it more noticeable to cash at hand buyers.

If you are not aware of how to get fake visitors, you can just purchase them from Fiverr, however do not go overboard with them.

Step 3 – Precise Tags

Make sure you use correct and precise tags for your gigs and also take account

of the keywords you want to rank for in the heading title and description.

You can use tags like-

1. 3D animation
2. Whiteboard
3. Video animation
4. Whiteboard animation

Chapter 7: Secrets of Highly Successful Top Rated Fiverr Sellers

Here are the top five Secrets to Becoming a Fiverr Top Rated Seller:

Secret #1. You should not be rude to sellers who might have overlooked your instructions.

This one can be a bit annoying, when sellers ignored your instructions. Just don't get annoyed, depressed, angry or rude. This is NOT acceptable under any circumstances.

Be humble, kind and courteous and remind the customer about their order and if they have missed anything in their order.

Secret #2. Receiving GREAT feedback and comments from buyers.

Give incentives and offers to your buyers to give you good feedback when you send your work. You may offer them a 30-day round trip FREE to tweak their graphics, website or give them good marketing advice while you delivering your work. This will generate GREAT results and feedback.

Even if you don’t receive any nice comment or feedback, you can still click the positive feedback button and say positive things like "Wow, thanks for the work. I appreciate the gig. Happy to work for you again."

Remember that new Buyers will be

examining your work, and if they see row after row of Orders Completed, you will attract the buyer much more because there is already a proven track record.

Secret #3. Handling Negative Feedback.

Do not get pessimistic and post a negative remark on the job with a thumbs down aimed at your Buyer. Converse with the Buyer and politely suggest you jointly cancel the job and refund with a promise that the Buyer removes the negative remark. Be practical and ask them if you have misunderstood the task and you'd be happy to do it over again. Once again, settle down the removal of

the bad mark by swapping with the more refined work you deliver them.

Secret #4. Keep in mind that Buyers Judge a Book by its Cover

Attractive shiny things get clicks. The dull and dreary looking Gigs will simply get overlooked. If your gig looks plain, then don't expect a lot of Buyers knocking on your door.

Understand that if your graphics skills are not so hot, then you need to find a Fiverr freelancer that has killer graphics.

Secret #5. Ask for the help of Fiverr

Editors

Ask for a boost in visibility, so when people are searching for Writers, your gig would show up a little higher on the first page. That tiny boost in your gig visibility is the difference between a bestselling gig and a not-so-bestselling one.

Chapter 8: Follow these Steps to Get Started

Here are some great steps that you can do to start on your Fiverr success journey right away!

Step - I: Connect to Fiverr.com

Even though getting registered on any site that requires a sign up a minute or two, it is highly suggested that you spend at least 10 minutes on registration to create your profile, for it actually helps with the buyers recognizing who you are and establishing a relationship.

Choose an effective name and add a striking profile image. The third task is to add a description - who you are, how you can help others and why your services are different from others. Once you are done, you are ready to move forward…

Step - II: Establish Some Gigs

After launching three to five gigs on Fiverr, now it's a time to uphold what you have been offering. Once more, another secret trick is to make use of tags when you post your new gigs.

Step - III: Reply To Requests

Aim to reply as many requests as

possible without spamming, or you may get banned. You can even copy-paste your offers making some simple customization or you can forward them to your gig urls.

Step - IV: Make Reputation

It is true that you can make money on Fiverr simply, but the negative ratings surely affect your earning potential. Maintain a clean reputation and in case something bad happens, give appropriate explanations. You are given chance to reply the negative rating by buyers and make it clear to the other buyers why it happened.

Step - V: Leverage other platforms

To be sincere, you can sell most of the stuff you buy on Fiverr.com for at least 2 to 3 times higher prices on other platforms. Find other platforms like oDesk or glance to get more leads and more buyers.

Step - VI: Have several accounts

This can really be helpful if you want to focus on some special services through one account and something else using the other. This could also be helpful if you have some issues with one of your account or have negative ratings.

Chapter 1: What is YouTube?

This is a free online video sharing website. Users from across the globe have made an account on this website. They can upload their videos on this site, which can be viewed by any person. YouTube was started in 2005. This portal provides an opportunity for people to share, discover and watch original videos.

Some of the features and benefits of YouTube are:

- Videos up to the duration of 15 minutes can be uploaded to an account. This can be shared with your friends and relatives. Videos greater than 15 minutes can also be uploaded after verifying the account. A guide to verify your account is available on the help pages of YouTube.
- Edit facility of YouTube can be used to create movies with certain features and music
- With YouTube's privacy option, a limit can be placed on who can view your videos.

- Archives can be searched for your preferred clips.
- You can catch up the programs you might have missed via certain 'channels.'
- You can rate and leave comments on the movies that you've watched.
- You can watch and complete movies on your computer.
- YouTube's subtitle and caption settings can be used. Another advantage are the High-definition and 3D capabilities.

Chapter 2: Getting Started with YouTube

1. **Go to YouTube.com to start. Before you create an account, you need to understand a few aspects:**
   - While opening a YouTube account, a Gmail account would also be created. This will show as a normal Gmail email id (xyz@gmail.com). Here xyz is your YouTube username.
   - In addition to this you are also subscribed to Google+, which is a social networking site, same as Facebook.
   - Your activities on YouTube would be different from whatever you do on

other sister platforms of Google.

2.Click "Sign in" tab on the upper right hand corner on the home page.
3.Click on “Create an account” tab. This is located just below the login form on login page.

- If you have a Gmail account, same credentials would work for your new YouTube account as well.

4. Fill the required information.

- Your date of birth,
- e-mail address,
- gender,
- user name,

Click the tab “I Accept”.

5. **You would be required to provide your phone number for verification purpose, when prompted.**
6. **Type the verification code, when prompted.**
7. **Beautify your YouTube page.**
8. **Now, you can start relishing the benefits of a YouTube account. Once your YouTube account is registered, you can:**

**Create and upload videos to the community of YouTube.

**Follow and Subscribe to your favourite YouTubers.

**Stream your favourite online episodes, tracks or videos.
**Comment and watch videos and get along with other members.

Chapter 3: A Profitable YouTube Business Model

The "YouTube Partner" makes it possible for its associates to make money for each and every view they earn or subscriber they gather on their site. There have been people who quit their jobs and switched over to make full time videos. However, you need to look at the steps shown below:

1. You need to set up an account on YouTube. While setting up an account, you need to take into account the

keywords that you would certainly like to include to help potential subscribers find you. In the case that you enjoy playing video games, then video games could be a great keyword – along with controllers, Playstation, etc….

2. You need to invest in good web cam equipment. They are reasonably priced and widely available. As you get better at filming, upgrade your equipment.

3. You need to set up a Google Ad sense account. From this, you will make a profit through people clicking on ads from your video.

4. Remember, you need to ask your viewers to subscribe and follow you. The more subscribers, the more money. So it is absolutely necessary to ask for subscribing at the end of every video.

The most flourishing You Tuber's didn't get all those riches overnight. It took them years of enthusiasm and commitment to build up a firm fan base. You must utilize Twitter, Facebook, Pinterest and other social media sites to build up the subscriber base. According to socialnewsdaily.com, the top 1000 YouTube channels have an income of average roughly $23,000 a month.

YouTube is likely to earn the advertising revenue of approximately $5 billion this year. The question is how do the YouTubers get a share of that? In the end, it is their content that attracts the advertisers to this platform. Let us look at some ways of which you can generate money on this site:

Become a YouTube Partner.

Anyone having internet access has the capability to upload videos on YouTube. However, in order to make money off that content, you would be required to get enrolled as YouTube partner.

Nowadays, any person with a good account standing is eligible to become YouTube partner. They just need to give explicit permission to YouTube to place advertisements around, in and on your video. These ads views obtain money for Google. Partners in return earn a share through an account on Google Adsense. The capacity to earn money is precisely dependent on various factors.

You may follow the steps mentioned below to initiate the process to become a YouTube partner:

- Go to ‘Channel Settings’ page
- On this page go to ‘Account Monetization’ section
- Click ‘Enable My Account’ tab

Once your request is approved, you would be on the way to make money from your videos.

You should be prepared for the issues in getting approvals, in case your content violates any copyright agreement or you

publish any material which is sexually explicit, racist or abusive. Google will remove all such content. This can even impact the standing of your account.

Earning of YouTube Partners from the Revenues of Advertising

YouTube captures approximately 45% share of the revenues earned via advertising, even though the cost (also known as CPM) charged to the advertisers varies. Most partners earn in the range of $0.30 CPM to $2.50 CPM, however there may be exceptions. Due to these exceptions larger YouTube players, the earning capacity is now approximately $10 CPM for them.

Earnings of Partners from Merchandise or Sponsorship Deals

A lot of well-liked YouTubers have secured profitable deals of sponsorship with brand names. This is just for the reason that these creators have generated a significant audience. Moreover, they are in the correct place at the correct time. Agreements of Sponsorship are completed outside of YouTube and may take a long procedure with the sponsorship company.

Earnings of Partners from the Subscription of Paid Channels

In 2013, YouTube announced the launch of a subscription service of channels which are paid. This allowed publishers & creators to charge for the video content they upload. They also launched 53 channels with monthly charge in the range of $0.99 to $6.99.

Bigger Incomes with MCNs.

MCN is referred to as Multi Channel Networks. In the past few years, a rapid rise of MCN has been observed. These are created in certain ways to assist creators and also to build more attractive offering for monetization. These MCN's are certain independent companies who combine multiple YouTube channels. They provide support for YouTubers on the topics of copyright management, programming, promotion, enhanced earnings and collaboration.

MCNs are in a situation to offer higher earnings. This is because they are

commanding superior rates of advertising rates via direct sales of ads, packaging and sponsorships.

Finally, it is clear that one can make a living from YouTube, however as with any creative enterprise, the smarter you work, the more optimized your videos are, and the better you are at marketing the more likely you'll be able to make money.

Chapter 4: What it Takes to be Successful at YouTube

Starting a new YouTube channel is not an easy task; however follow these tips on starting a channel and you will surely gain a devoted audience!

Describe "Success" as a YouTuber

Before uploading your first work, make sure you truly understand the reason for behind the YouTube channel and why you created it:

- Providing value for your

audience while earning a profit from them

Whatever the reason may be for starting this YouTube channel, you should recognize your outlook and how you define"success". This would provide you with a goal to aim towards. This will also push and persuade you to attain that goal.

Recognize Your Viewers

Knowing your audience is the key to the success of your YouTube channel. This means, you need to familiarize yourself with the audience who would be interested in viewing the videos you

upload. It is crucial to understand the interests and hobbies of your target audience.
Once you are familiarized with your audience, you could then produce the videos relevant to their needs. Remember, the significance of your video is directly proportional to the viewership and subscription of your channel.

Being Passionate on the Content you are Creating

Starting a YouTube channel just because you assume that it would benefit you financially is meaningless. There are a lot of different platforms that can help

you earn money, however, if you don't have the zeal for it, your viewers would just have a glimpse of it and straight away identify that you're not passionate about it.

Not just that, if you are not really passionate about this task that you're doing, you would not have any internal drive to do it day in and day out.

Attitude should be Positive

Audience and subscribers need a story that has a "feel good" factor, therefore just concentrate on the positivity. Keep away from complaints and constant rages. Rather, "look on the brighter

side."

Your Channel should be different

To make a unique channel amongst the numerous people who are willing to start a channel, you need to be different, unique and novel. Think of vast ideas and thoughts and stick to them. Views on your YouTube videos might be low in the beginning, but if you target one particular area, one section of people, you would get a huge advantage in the long run in comparison to covering a lot of areas in one go. This would also help you differentiate your channel.

Connecting with Other creators

The most essential tip for a YouTube creator is to connect, network and make connections with other YouTube creators in their niches.

The life of YouTube is simple but not easy

It's significant to know that being actually successful and effective on YouTube is simple however it is not easy. There would be hindrances and failures. Those eager to build a well-liked channel on this platform should be tolerant, constant, and optimistic. They also need to have an open-mind for continuous learning.

Chapter 5: How to Build a Successful YouTube Channel

For building a flourishing and successful YouTube channel would require a plan before you begin to start creating. In absence of a plan you might end up lost half way through. Below are a few pointers to considered when you start preparing a plan:

1. Describe Yourself –What you're into, Who Are You and how you are willing to showcase yourself.

Think about your favourite YouTube creator. Think why you liked them? Why you came back to view their content again and again? Well, this is because they have developed an exceptional *individual branding* which you like and enjoy. Describing yourself and building your own "personal brand" is an important aspect in the preservation and creation of YouTube channels which are successful.

You need to try to keep your concentration on something you are

knowledgeable or passionate about. You need to sit down patiently and prepare a list of all the things that you love and enjoy doing. What are the things that make you feel happy?

2. High Quality Content

Content that has the greater production quality will tend to get a lot of shares and views. However, high quality production can be done by seeking assistance from experts.

3. Research Your Viewers – Who are they and what is the best way to reach them?

A good association with your viewers is an important aspect of YouTubing

Building a healthy relationship with your audience is the key to your failure or success on this platform. Whatever you do should be done to build up your audience. You should always be available and approachable to them. You can get a Facebook or Twitter page and respond when they send a message to you. Be kind and always provide value. Remember that the chances of your content getting shared would be higher if more viewers have a good relationship

with you.

When you build a relationship with your viewers, you get to know them more – their age, profession, gender, location etc. This is also termed as *demographic information*. This information would help you develop your future content and what they want to see.

4. Make a to-do-list and follow it

Keep in mind that having regular and strong content is more important than having mind-blowing and irregular content. Having steady content will assist you in developing a connection with your viewers more easily, and it keeps your audience's attention and gives them more opportunities to share your valuable content. In case the gap between the videos are too long, your viewers may get uninterested and might even move to someone else.

Viewers are indecisive like that. Prepare a planner for yourself. Make it an important aspect of your day-to-day life.

Chapter 6: Tips for a Successful YouTube Channel

Please know that the Most Engaging YouTube Videos are Global, Funny, and touching. Below are few tricks to create a booming YouTube channel.

Get Started

Firstly, you need to create an account. In case you are already holding an account with Gmail, you can simply login with the same username and password. Though, it's useful to create a separate email address, so you can consider

making a fresh account dedicated to your channel. Think very carefully about the user name while making an account- as this will effectively become your product name, so you need to make sure that it's something you are actually passionate about.

Content Is Key

Please know that your YouTube content is king. YouTube has lately updated its feature called "video discovery" to keep an attention on the watch time vs. number of views.

Before registering an account, you need to sketch out a plan. You need to think

about the kind of content you want to create.

Also, YouTube requires you to opt for a category that will define your interest topic. Few examples of the categories are, beauty, entertainment, comedy, cooking, education, and music.

Be Unique and Novel

YouTube says that to get entitled for monetization, "you must possess all the required rights to make use of all audios and visuals commercially, irrespective of whether they are yours or of a third party." Copyright videos and audios of any other YouTuber do not meet the

criteria for earning money.

Before choosing your content for making money, you need to assure that you have the required basic rights to exercise the content for making profits and that you will include the background melody.

Patience and Steadiness

Don't expect your video to go viral overnight. You need to be consistent and provide value constantly in order to start earning those valuable views. The majority of filmmakers on this platform have times where they don't feel like creating a video, however subscribers desire dependability. They wait for a

video from your end on a regular basis, so don't expect victory if you post your videos only when you want to. Remember to post constantly, which will get your channel noticed.

Encourage Yourself

Know that even the best content needs endorsing to get listed in the "most popular" category listing. You need to link your YouTube channel with Twitter, Google+ and Facebook to automatically put your content to numerous accounts once you've uploaded.

Viewers would like to get engaged with your content. Use social media to

connect with your audiences and ask for ideas for an upcoming video in order to get audience engagement, which will make them feel part of your community.

Equipment

You need to know that to keep up a flourishing YouTube channel, you don't need thousands of dollars. High quality cameras are now available for at reasonable prices — and most YouTube users have created convincing content by simply filming with a use of a phone.

For more specialized videos, Warren suggests a DSLR camera. This kind of camera allows you to connect a

microphone directly. If you have a high budget, you can simply buy external recorders, for example the Zoom H4N (cost you around $300.00) to adjust by hand and monitor the audio.

In similar fashion, lighting is important. You can perform your basic shooting in natural light, however halogen lights /reflectors would cost around $14.00-$20.00.

Finally, editing software and the computer are crucial. There is a one-click editing feature in YouTube. Macs and PCs have default editing programs for necessary editing. For high quality

editing, you'll need a software called Adobe Premiere, Sony Vegas, or Final Cut X, depending on your resources and funds.

However, any recent Mac or PC laptop which has an Internet connection is sufficient for editing and uploading content to YouTube.

Once the production routine has been developed, you can experiment with style, different types of marketing and content. The benefit of having a newly made channel is to test what works well and what does not.

Chapter 7: Reasons why your YouTube Videos aren’t Popular

Nowadays, success of a video on YouTube is not measured by the number of people viewing it rather with the sort of engagement your audience has with your video. **This can be measured in a number of ways:**

- How much content of your video is watched by someone before closing it
- The ratio of people leaving your video before it's ending in comparison to people watching your complete video.
- Ratio of people liking your video in comparison with people disliking it or not taking any action at all.
- Number and quality of comments

your video has received,
- Amount of people following the call to action in your video.

Production value of your video which might be top-notch and may have costed you enormous amount to produce this, is not a guarantee for big viewership. There could be a variety of reasons the video is unable to get a viewership. **The most common of them could be:**

1. Your video is produced very badly or is boring to view
2. The content used is not original and does not differentiate itself from other videos in the same niche.

3. It does not cater to the prospective audience.
4. The content used does not addressed any need or want. It is non-informative, non-entertaining and does not provide value for the viewer.
5. Length is too long and does not hold the interest of the viewer.
6. Visual portion of the video has not been utilized properly, hence it can’t keep the viewers interested.
7. The title chosen of the video is non-descriptive and the tags selected are chosen poorly. This makes it difficult to locate the video using search engine of YouTube.
8. Promotion of the video is not done

appropriately after being uploaded on YouTube.

9. Initially, video received a lot of negative comments and dislikes, which affected the interest of other viewers.
10. The people starring or producing the video does not have goodwill online.

As you now understand the most common reasons of a video failing to attract an audience, it would be much simpler for you to avoid these mistakes. You can take a diverse approach while presenting your content (which should be unique) to your targeted viewers.

Please keep in mind that making videos

with high-end production value and persuading content will require large amounts of skill, creativity, experience and originality. You will develop all these skills with practice by creating more and more videos.

It would be unrealistic to presume that everything would fit perfectly into the right places as you create and produce your initial few videos. However, from the beginning, you need to make sure that the videos you make would assist you in boosting or establishing the reputation or image of your company.

In case you are unable to attain a

production value which is good enough to highlight a professional image, it is advisable to opt for assistance from a professional company which can help you in production of videos. Alternatively, you may also opt to improve the equipment you use for the production of videos.

You can also take advantage of the analytics tool at YouTube, ratings, likes, remarks and initial feedback you had received while publishing your initial videos. You can use this information to really understand your audience and identifying the certain aspects of your videos that really hit home with the

audience.

For any video to be successful on this platform, it should presented with an original approach that is aimed to the correct audience. This should be within a suitable timeline, and last but not the least it should be promoted and endorsed properly. Certain diverse elements before production, at the time of production, after production and even the elements during promotion should be brought together to make sure that this happens.

Chapter 8: Secrets of Highly Successful YouTubers

YouTube is no longer a sheer source of entertainment; it has developed into a medium to promote businesses. The statistics from YouTube shows that more than 1 billion sole visitors use the site every month and more than 6 billion hours of videos are watched every month. The number has risen by 50% in one year. And just that; 100 hours of videos are uploaded every minute on YouTube.

So your strategy for a profitable YouTube campaign should be being passionate about the content you are creating, obtain the mentality to develop skills that can further your YouTube business, and also providing value.

Exposure and relationship building are the benefits offered by YouTube. There are two kinds of correlations – Direct and indirect. The direct correlation refers to having more subscribers; your video updates will be watched by more number of people, whenever you upload a video.

Indirect Correlation means ranking of

your video. Your subscriber's content will be considered as one of the factors to verify the relevancy of the video content.

Educate with your videos

It is important for the videos to develop a high-engagement with audience. Apart from looking at the views and subscribers, YouTube also keeps an eye on the engagement activities of the audience such as likes, comments and shares. YouTube will rank your video on this parameter.

High rankings can be obtained by creating informative videos. You are

required to show a face in the illustrations and slides rather than just capturing the slides for the video, as it can end up in you losing clients.

Open with a brainteaser

It is the first few seconds of the video, which can hold the viewer's interest. Try to create a mystery and intrigue in the opening of the videos.

To engage them, you can also introduce an interrupt, or a certain element that people do not expect in the video.

Impact of custom thumbnail on the video playback

Custom thumbnails are significant to

stand out in the crowd and get more interest. When people get 15-20 videos every day in their subscription feed, it is essential to give your video an appealing custom thumbnail appeal to make it show up in the crowd.

The thumbnail will show up in the search results. Do add some text explaining more about the thumbnail and attract people to click on it.

You may also place a persuading image at the bottom of the left side of the image. YouTube began this feature last year. You can advertise an event that you are conducting or announce a special

deal or even use it as a way to send viewers to another video on your channel.

The secret for highly successful You Tubers is straightforward: You should know what you're "role" is as a YouTuber.

When you get to know your role, you will stop doing fruitless things that would waste your precious time and prevent you from being a successful person. Your focus will only be on success.

And the next thing to identify is: Creating

videos is simply **NOT** your occupation.

In case you desire to earn money by making videos, you can go to eLance and propose your services to make commercials for others. The direct way to earn money by producing videos is via Commercial work.

Please know that it is not the business of YouTube to produce videos. **It's advertising.** If you don't believe this, simply do not allow ads on your videos. See whether you can make money from people watching your videos. Actually not a single penny.

Your job as a YouTuber is to produce videos that will be appropriate for brands to advertise their products and services on. That is the only way you will make money.

What is a non-monetizable audience?

You must know that "*being loved*" is not the job of a YouTuber, however your job calls for an audience that will react to advertisers, so that you can again invest in creating more videos ***AND*** earn some money for your personal use.

The most admired YouTubers doesn't rely solely on YouTube to generate an income. But their job is to make

commercials for other companies and then publicize those commercials on Facebook, Twitter and their emails.

You can see the examples of Oprah and Stephen Colbert who control huge, extremely adoring and loving audiences that intensely love them. Often, Oprah and Colbert promote and sponsor books in their shows, which in turn results in bestselling books due to their heavy demand in their shows.

Even you are guaranteed to turn into a bestselling author if these celebrities talk about your book to their loving audiences. That's called influential, and

it will make publishers spend a lot of money to get their books on the shows, since the audiences are so precious.

It is a misunderstanding that people do not like advertisements; the fact is some people don’t like certain types of advertisements. Most people like advertisements for products in which they are interested in, therefore the operation of the whole YouTube site is fruitfully funded completely by ads.

Once you know this reality about your role as a YouTuber you will put an end to your uncreative habits.

- Firstly, you should not make videos at random things that targets different niches.
- Secondly, you should not max out your credit cards for creating a romantic comedy web sequence — or a drama because it will be unbelievably hard to market as the audiences for them are not easily accessible on YouTube.
- Lastly, you should not draw your attention to an audience who dislike s advertising and will use an ad blocking software while watching your videos.

Chapter 9: Habits of Highly Successful YouTubers

Below are the few factors that contribute to online video success. Let's refer them as the 7 habits of highly effective YouTubers:

Habit 1: Creative Growth

One of the things that seem to be a common denominator between successful video producers in the online world, and particularly on YouTube, is that they are creative. They pump out tons of great content on a regular basis.

Of course, this doesn’t mean that you need to be uploading multiple videos in a single day– you should not sacrifice quality for quantity.

But if you can manage one or two videos a week then you are in a good situation. If viewers like your content then they’ll want to see more, and the more often you can give it to them the happier they will be. So flourish, multiply and produce, and reproduce!

Habit 2: Agenda

Scheduling is one of the vital keys to YouTube success. Setting an agenda and sticking to it (For example, saying you’ll

post videos every Wednesday and Friday and actually doing it) is a great way to keep yourself on task and on target, and your subscribers and fans will be grateful for it as well.

Habit 3: Encourage

Please know that if you do not encourage and promote yourself then the likelihood of people discovering your videos on their own are negligible. Online video promotion falls into three main categories, mainly– perfection of metadata, social media promotion, and the in-video promotion.

- **Metadata**

This is a part of promotion which falls by the wayside for many video producers. It’s all well and good if you create great content, but nobody will find it in search results if your titles, keywords and descriptions are not appealing.

- **Social Media Promotion**

Famous YouTube stars and video producers with online followings do not focus all their attention on YouTube, and other video sites alone. If you look at some of the most popular figures in the world of online video you’ll see that almost all of them have a strong presence on Twitter and Facebook.

Social networks like Twitter and Facebook give them an opportunity not only to promote and share their new video that they upload, but also to converse with their audience. To be precise, if you want to become a success in the world of online video, social media is very important.

- **In-Video Promotion**

Have you ever seen a YouTube video and watched a little annotation or graphic pop up on the screen asking you to like, share or subscribe? Have you ever heard a YouTuber exactly reach out and ask you to subscribe from the

screen? This is one of the most effective methods of promotion online, and especially on YouTube.

Subscribers are one of the biggest keys to success because they return to watch your videos again and again. Promoting yourself by asking viewers to subscribe to you, or prompting them to watch your other videos, favourite or thumbs up is one of the best ways to get your viewers to take action. It also allows you to build up your subscriber base and achieve a higher ranking on YouTube. This is especially important if your ultimate goal is to become a YouTube Partner.

Habit 4: Communicate

Successful YouTubers and video producers on the web would agree that starting a conversation with your viewers is another great way to increase your fan base and get more views by developing a relationship with your viewers.

Habit 5: Work Together

Another habit for a successful YouTube Partners would be teamwork. Particularly with video producers who have a large following. When you collaborate with other highly successful YouTubers, all of you can cross-promote and increase your respective fan bases.

Habit 6: Assess

Another important habit of successful video producers and YouTubers is that they test and assess. It means that you've got to experiment and try out different types of content in order to make out what works. Assess and measure the popularity of different types of content (whether it be music videos, animation, blogging etc). When you hit something that people like you can go forward with it.

Habit 7: Enjoy!

Finally, enjoy! Building an online following of fans and getting millions of

video views take a lot of time and if you are not enjoying then it’s just not worth it. Also, if you’re unhappy and fed up, then your attitude will be expressed in your videos and it will be a downner for your audience.

The whole point of attaining and accomplishing success in the world of online video is that it opens up doors for you to do what you love and make money while doing it. Remember to have fun!

Conclusion

Are you ready to turn a profit on Craigslist, Fiverr and YouTube and take your life to the next level?

If you got this far in the book, which not many of you will, I congratulate you because you are the 10% that this book will truly make an impact on. I want you to take these strategies that you learnt in this book and apply them immediately.

If you don't apply the strategies mentioned and you just forget about it the

next day, this will just be another book that you have collected in your library of books and that would be a shame. Everyone has 24 hours, use the next 24 hours to build your multiple streams of income.

I know this book will help you turn a profit with the platforms explained and allow you to see the amount of potential this platform has.

Finally, if you enjoyed this book, please leave a review for this book on Amazon. It'd be greatly appreciated!

Thank you and I wish you Success on

your path to Freedom!

BONUS GIFT: If you want to take your life to the next level, join this amazing Facebook Page to step outside your comfort zone and achieve massive success!

http://on.fb.me/1xcFmQX

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Your Comfort Zone is Your Income Zone: How to Get out of Your Comfort Zone and Drastically Increase your Income